

Fig. 1

When You're  
Out Of TIME

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**Fun Ideas & Deals**  
at the Last Minute  
Last minute trips, weekend plans, gifts and more.

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**Specials**

**Getaway With The King**  
Visit Memphis for Elvis Tribute Week . . .  
[Click Here for Details](#)

**Candlelight Dinner**  
Catered candlelight dinner in your apartment . . .  
[Click Here for Details](#)

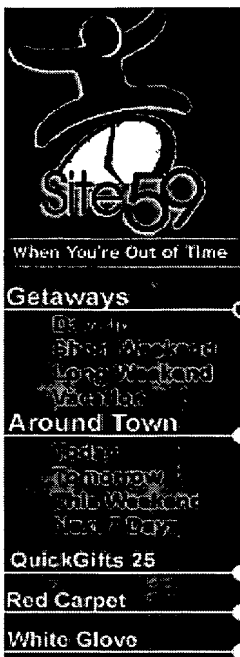
- Getaways**  
Day Trip | Short Weekend | Long Weekend | Vacation
- Around Town**  
Today | Tomorrow | This Weekend | Next 7 Days
- QuickGifts 25**  
Apologies, Congrats, Thanks, Indulgences
- Red Carpet**  
Hard-To-Get Flights, Tickets, & Restaurants
- White Glove**  
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*Fig. 2A*



## Getaways

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Welcome to **Site59Getaways**, where making last - minute plans is a snap. Just choose from the **Getaways** options below and get ready for a great trip.

### Day Trip

Take a day off and enjoy what's close to you. We'll show you where and how . . .

### Short Weekend

Need a short break over the weekend? Check out our travel options . . .

### Long Weekend

Did you let a long weekend creep up on you and leave you without plans? Let us help you out . .

### Vacation

There are always vacation options with Site59. Go ahead and procrastinate, but check out our great travel packages when you're ready to walk out the door . . .

### ...Or Just Show Me:

[Flights](#) | [Hotels/B&Bs](#) | [Car Rentals](#)

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### Specials

#### Getaway With The King

Visit Memphis for Elvis Tribute Week . .

[Click Here for Details](#)

#### Big Easy Rhythm and Blues

Chill out on Bourbon Street in autumn sunlight and a champagne haze . . .

[Click Here for Details](#)

#### Hands on a Hard Body

Only in Texas . . .

[Click Here for Details](#)

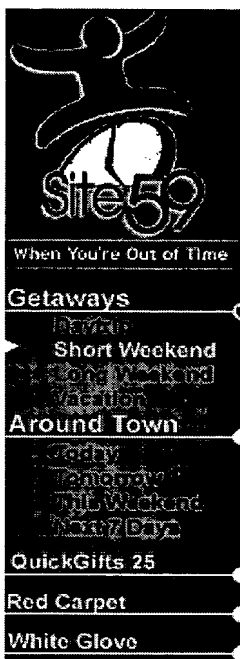
#### Momentous Millennium

Anchor your private yacht on the Greenwich meridian as day dissolves into inky, starry night.

Exchange keepsakes with your loved ones as you watch the new millennium come across the horizon . .

[Click Here for Details](#)

*Fig. 2B*



## Getaways

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### Short Weekend

Choose your departure city:  [▼](#)

[Click here](#) if the city you are looking for is not listed.

Select the type of *short weekend* you're in the mood for (multiple selections possible) and click GO:

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Popular      | <input type="checkbox"/> Wacky       |
| <input type="checkbox"/> Romantic     | <input type="checkbox"/> Party Hard  |
| <input type="checkbox"/> Rest & Relax | <input type="checkbox"/> Adventure   |
| <input type="checkbox"/> Beach        | <input type="checkbox"/> Sporty      |
| <input type="checkbox"/> Impressive   | <input type="checkbox"/> Golf or Ski |
| <input type="checkbox"/> Culture      | <input type="checkbox"/> Single      |
| <input type="checkbox"/> Family       | <input type="checkbox"/> All         |
| <input type="checkbox"/> Budget       |                                      |

Number of People:  [▼](#)

Number of Rooms Required:  [▼](#)

[GO!](#) [RESET](#)

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[Back](#)

### Specials

#### Getaway With The King

Visit Memphis for Elvis Tribute Week

[Click Here for Details](#)

#### Big Easy Rhythm and Blues

Chill out on Bourbon Street in autumn sunlight and a champagne haze

[Click Here for Details](#)

#### Hands on a Hard Body

Only in Texas

[Click Here for Details](#)

#### Momentous Millennium

Anchor your private yacht on the Greenwich meridian as day dissolves into inky, starry night

Exchange keepsakes with your loved ones as you watch the new millennium come across the horizon

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*Fig. 2C*



When You're Out of Time

### Getaways

Short Weekend  
Long Weekend  
Vacation  
Around Town

Today  
Tomorrow  
This Weekend  
Next Week

QuickGifts 25

Red Carpet

White Glove

## Getaways

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## Short Weekend

View by Price Per Person: [Free](#) | [<\\$200](#) | [\\$200-\\$500](#) | [>\\$500](#) | [All](#)

You have selected: Romantic, Rest & Relax for two people. [Click here](#) to change your selection

Displaying 10—12 of 12

◀Prev | 1 | 2 | 3 | 4 | Next▶

Date	Title	# of nights	Price per person	
8/16 - 8/18	<u><a href="#">Remember the King</a></u> Visit Memphis for Elvis Tribute Week Memphis, TN	2	\$399	<a href="#">BUY IT</a>
8/16 - 8/18	<u><a href="#">Manhattan Landing</a></u> Fly in a helicopter around the greatest island on Earth New York, NY	2	\$699	<a href="#">BUY IT</a>
8/16 - 8/18	<u><a href="#">Massage &amp; Meditation at Canyon Ranch</a></u> Tuscon, AZ	2	\$499	<a href="#">BUY IT</a>
8/16 - 8/18	<u><a href="#">Art &amp; Pampering</a></u> Washington, DC	2	\$399	<a href="#">BUY IT</a>
8/16 - 8/18	<u><a href="#">Indians, Twins, and Rock &amp; Roll</a></u> Cleveland, OH	2	\$399	<a href="#">BUY IT</a>
8/16 - 8/18	<u><a href="#">Tax-Free Shop 'Till You Drop</a></u> Boston, MA	2	\$299	<a href="#">BUY IT</a>
8/16 - 8/18	<u><a href="#">Afternoon Tea and Symphony</a></u> Boston, MA	2	\$299	<a href="#">BUY IT</a>

Click on column headings to sort.

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*Fig. 2D*

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## Remember the King: Memphis, TN

### You must experience Elvis!

There is nothing quite like the Saturday-night candlelit vigil at Graceland during Elvis Tribute Week. Graceland, Elvis' home for 20 years, is a must-see part of Americana. To fully understand the Elvis experience, attend the Elvis impersonator show. Also included in this package are impossible-to-get dinner reservations at Memphis's finest restaurant, Chez Phillippe. Stay at the hip Adams Mark Hotel, where Bruce Willis is often a guest. For brunch, try southern fried lobster at Betsy's.

#### Price:

\$399 per person

#### Date:

8/16/99 - 8/18/99, [click here](#) to see alternative dates



#### Package details:

- [Roundtrip flight](#) leaving New York (LaGuardia) 8/15 at 7:00 am returning from Memphis 8/17 at 11:42 am
- Reservations at the [Adams Mark Hotel](#) for two nights
- [Car rental](#) for two days
- Dinner reservations at [Chez Phillippe](#) for 8/17 at 9:00 pm
- Tickets to the [Elvis Impersonator Show](#), 8/17 at 6:00 pm
- No [upgrade](#) selected

*Site 59 will provide you with a complete itinerary and package details after your order has been confirmed.*

[BUY IT](#) | [Upgrades](#) | [Reviews](#) | [Pictures](#) | [Weather](#) | [Map](#)

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When You're Out of Time

**Getaways**

Short Weekend  
4-7-1000  
(4-7-1000)

**Around Town**

QuickGifts 25

Red Carpet

White Glove

**Getaways**

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**Selection Confirmation**

Please review your order below and then continue the checkout process

Item: **Remember The King**  
Memphis, TN

Date: 8/16/99--8/18/99

Number of Persons: 2

Unit Price (per person):	\$399.00
Subtotal:	\$798.00
Upgrade	\$49.00
Promotion: Enter promotional code here: <input type="text"/>	\$0.00
Fees & Taxes	\$21.00
TOTAL:	<b>\$868.00</b>

User Name:

Password:

**CONTINUE CHECKOUT**

Forgot your password? [Click here](#)  
<Invalid login>

If you are not Jane Doe, please enter your correct username and password above. If you are not a member you must first [register](#); it's fast and it's free!

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## Check Out

We currently have the following information about your account.

<b>Billing Address:</b>	<b>Delivery Address:</b>
Ms. Jane Doe	Ms. Jane Doe
123 Main Street	123 Main Street
Smalltown, MI 12345	Smalltown, MI 12345
	<a href="#">(Edit Delivery Address)</a>
<b>Email Address:</b>	jdoe@hotmail.com
<b>Payment Method:</b>	VISA ****-****-****-1234

**My Travel Companions:**  
Chris Moeller  
Lars Schernikau

If you would like to change or update your Travel Companion information, [click here](#).  
If you would like to change or update your account information, [click here](#).

<b>Item:</b>	<b>Remember The King: <i>You must experience Elvis!</i></b> Memphis TN.
<b>Date:</b>	8/16/99-8/18/99
<b># of Persons:</b>	2
<b>Unit Price (per person):</b>	<b>\$399.00</b>
<b>Subtotal:</b>	<b>\$798.00</b>
<b>Upgrade:</b>	<b>\$49.00</b>
<b>Promotional Discount:</b>	<b>\$35.00</b>
<b>Fees &amp; Taxes:</b>	<b>\$21.00</b>
<b>TOTAL:</b>	<b>\$833.00</b>

**SUBMIT**

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*Fig. 2G*



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## Order Confirmation

Thank you for shopping with **Site59**, Jane Doe.

**Confirmation:** Your Order Confirmation Number is **341256**. We have just sent an initial order confirmation email to your email address. You will receive a second email once your purchase has been verified and finalized.

**Itinerary:** To view or print the complete details of your order, [click here](#). Please note that your confirmation email will include complete details of your purchase.

**Loyalty Programs:** You have received a total of 500 loyalty points. To view your total point accumulation or learn more about the Loyalty System [click here](#).

**Reviews:** **Site59** gets better with more users reviewing their experiences. Please be sure to let us know how you enjoyed your **Site59 Getaways** purchase by visiting the [Reviews](#) section after your trip and giving a **Getaways Review** to receive more Loyalty Points.

**You may also be interested in . . .**

[Your Full Itinerary](#)  
[Your Memphis City Cheatsheet](#)  
[Your Memphis City Map](#)  
[Around Town In Memphis](#)  
[Red Carpet Auctions in Memphis](#)  
[Five day weather report for the Memphis area](#)

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### Remember the King: Your Full Itinerary

#### Remember the King: You Must Experience Elvis!

You'll feel the King's hometown during this two-day, two night stay at the charming Adams Mark Hotel. You'll appreciate southern tastes at Chez Phillippe, and will swear you saw Elvis at the Elvis Impersonator Show.

#### Flights: 2 roundtrip tickets, Coach Class

##### Outbound: Delta Flight 573

From: LAG-NY 11/15/99 Dep: 7:00am

To: Atlanta, GA Arr: 9:38am

##### Delta Flight 585

From: Atlanta, GA Dep: 10:40am

To: Memphis, TN Arr: 10:59am

Meal: None

##### Inbound: Delta Flight 868

From: Memphis, TN 11/17/99 Dep: 6:30am

To: Atlanta, GA Arr: 8:47am

##### Delta Flight 508

From: Atlanta, GA 11/17/99 Dep: 9:30am

To: LAG-NY Arr: 11:42am

#### Car Rental: Standard Package, Intermediate-Sized Car

Pick-up, Memphis Airport, 11/15/99

Return, Memphis Airport 11/17/99

Telephone: (510) 555-5555

#### Hotel: Adams Mark Hotel

2 nights: 11/15 - 11/17

Standard Double

Telephone: (510) 555-5555

#### Restaurant: Chez Phillippe

Reservations for two, 11/16/99 at 9:00pm

Formal, jacket required

Telephone: (510) 555-5555

#### Event: The Elvis Impersonator Show

Tickets for two, 11/15/99, 8:00pm

The Imperial Theatre

Telephone: (510) 555-5555

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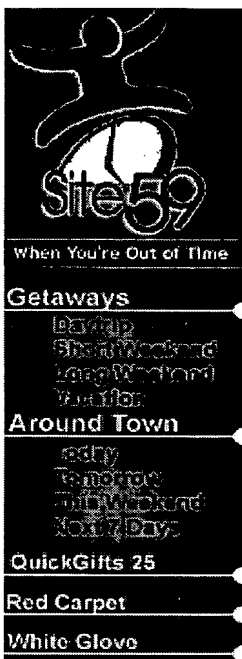
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## Flights

Please select the nearest departure city to you from the list of available cities below and click GO to see what Site59 has in store for you.

Choose your departure city:  ▼

Number of persons:  ▼

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## Specials

### Getaway With The King

Visit Memphis for Elvis Tribute Week...

[Click Here for Details](#)

### Big Easy Rhythm and Blues

Chill out on Bourbon Street in autumn sunlight and a champagne haze...

[Click Here for Details](#)

### Hands on a Hard Body

Only in Texas...

[Click Here for Details](#)

### Momentous Millennium

Anchor your private yacht on the Greenwich meridian as day dissolves into inky, starry night.

Exchange keepsakes with your loved ones as you watch the new millennium come across the horizon.

[Click Here for Details](#)

*Fig. 2J*

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#### Getaways

- 100% OFF
- Site59 Around Town
- QuickGifts 25
- Red Carpet
- White Glove

## Around Town



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Welcome to Site59 **Around Town**, where making last-minute plans is a snap. Just choose from the four options below and get ready for some fun in the city today.

### Today

This is really last minute, but no problem, we've got something, even for you . . .

### Tomorrow

Tomorrow is not far off . . . don't wait any longer. Get some great ideas right here . . .

### This Weekend

Want to make this weekend something special? Let us help you . . .

### Next 7 Days

Got some time left over during the next week? At Site59 we'll always have the right thing just for you . .

### Specials

#### Candlelight Dinner

Catered candlelight dinner in your apartment . . .

[Click Here for Details](#)

#### NY Double Whammy

Impossible-to-get dinner reservations at Union Square Cafe and Lion King tickets

[Click Here for Details](#)

#### Evening Of Romance Couples

massages and basket of romance essentials at your apartment . . .

[Click Here for Details](#)

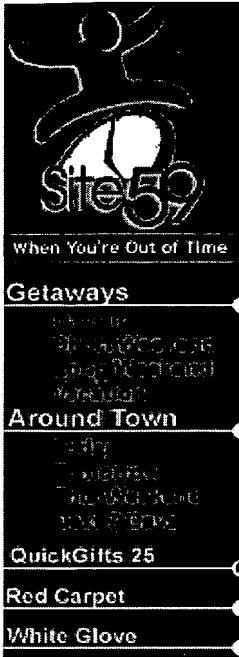
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*Fig. 2K*



## QuickGifts 25



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## Instant gifts, greetings, and appreciation

Select the occasion:



Personal



Business



Spoil Yourself

Romantic

Good Job / Thanks

Chocoholic

Congratulations

Congratulations

Top 10 Stuff

Birthday

Birthday

Toys and Gadgets

Cheer Up / Get Well

Get Well Soon

Comfort Food

Baby

Baby

Guys and Gals  
Essentials

Kids

Wedding

Spice It Up

Apology

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## QuickGifts 25



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### Gift Selections/Birthday

[View only Free](#) | [<\\$25](#) | [\\$25 to \\$50](#) | [\\$50 to \\$100](#) | [>\\$100](#)

Select a Birthday gift from the list below:

Item	Price		
<a href="#">Wine &amp; Cheese Basket</a>	\$50	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">An Hour Of Pampering</a>	\$50	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">Picnic To Go</a>	\$50	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">Off-Broadway Tickets</a>	\$50	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">Tasty Treats</a>	\$25	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">A Dozen Roses</a>	\$25	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">Golfer's Delights</a>	\$25	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">Outdoor Adventure Gift Certificate</a>	\$25	<a href="#">BUY IT</a>	<a href="#">View Picture</a>
<a href="#">Movie Magic</a>	\$25	<a href="#">BUY IT</a>	<a href="#">View Picture</a>

*Click on headings to resort table*

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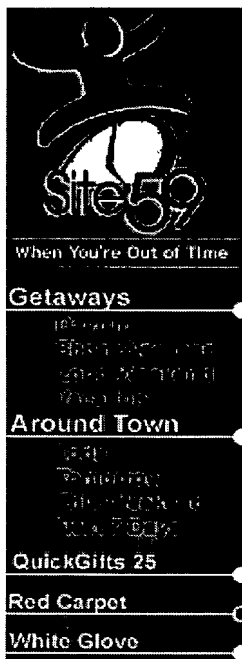
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### Hard-to-get items available on auction:



#### Air Tickets



#### Hotel Rooms



#### Car Rentals



#### Restaurant Reservations



#### Event Tickets

(sports, shows, concerts)

Interested in posting an item on Site59 Auctions? Contact us at [auctions@site59.com](mailto:auctions@site59.com) or [click here](#) to begin.

#### Featured Auctions

**R.T. Coach Flight:**  
**New York - London**  
 8/26/99 - 8/28/99  
 Current bid: \$1,050

**Chez Phillipe**  
**Memphis, TN**  
 Restaurant  
 reservation  
 8/26/99  
 Current bid: \$20

**Adams Mark Hotel**  
**Memphis, TN**  
 2 nights,  
 double occupancy  
 8/26/99 - 8/28/99  
 Current bid: \$630

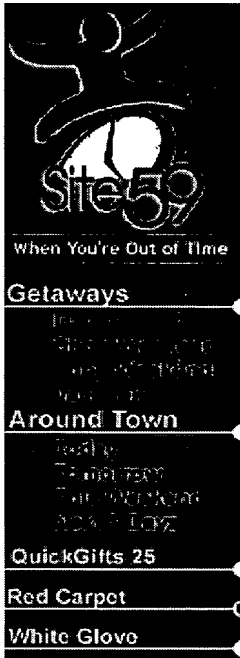
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*Fig. 2N*

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## Red Carpet



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## Auctions/Hotel

Click "Bid" to enter the auction:

Displaying 5-7 of 12

◀ [Prev](#) | [1](#) | [2](#) | [3](#) | [4](#) | [Next](#) ▶

Dates	Name, Location	Quantity Available	Current Bid	Time Left	
8/26/99 – 8/28/99	<u>Adams Mark Hotel</u> Downtown Memphis, TN	1	\$630	1day(s) 12h 30m	<a href="#">BID</a>
8/27/99 – 8/28/99	<u>Four Seasons</u> Midtown New York, NY	2	\$800	1day(s) 12h 30m	<a href="#">BID</a>
8/27/99 – 8/29/99	<u>The Plaza</u> Midtown New York, NY	1	\$350	1day(s) 12h 30m	<a href="#">BID</a>

Click on column headings to resort table

Note: The bid is per room for the whole period indicated.

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*Fig. 20*



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When You're Out of Time

**Getaways**

**Around Town**

**QuickGifts 25**

**Red Carpet**

**White Glove**

## Place A Bid

You have selected the following item to bid on:

<b>Adams Mark Hotel</b>	<b>Quantity available:</b> 1
<b>8/26/99 - 8/28/99</b>	<b>Initial bid:</b> \$500.00
<b>Auction ends: 8/25/99 – 9:12 pm</b>	<b>Current bid:</b> \$625.00
<b>Time left: 3days 5h 27m</b>	<b>Bid increment:</b> \$25.00

For Bid History [click here](#).

### I Must Have This Now!

You can! There is a price at which you win the auction immediately. [Click here](#) for details.

Your Bid:	<input type="text"/>	Current minimum bid is \$625
Your Quantity:	<input type="text"/>	Currently available: 1

### Your bid is a contract

Only place a bid if you're serious about buying the item; if you're the winning bidder, you **will** enter into a legally binding contract to purchase the item from the seller. Remember to type in **numbers only** and use a decimal point (.) when necessary. **Don't include a currency symbol (\$) or thousand separator.** For example: 1000000.00

**Choose your bid carefully**, though, as you won't be able to reduce it later.

<Invalid login>

To finalize your bid, enter your User ID and Password and click GO.

Username:	<input type="text"/>	<b>BID</b>
Password:	<input type="text"/>	

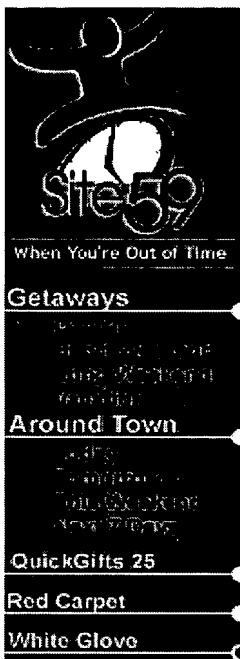
Forget your password? [Click Here](#)

Registration Required, it's fast and it's **free!**

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Questions or Comments?

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## White Glove



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**Beauty & Pampering**



**Party Planning**



**Business Services**



**Car Services**



**Concierge & Unusual Requests**



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*Fig. 2Q*



**Lottery**

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**Welcome to the Site59 Lottery**

**Site59** Lottery is our way of thanking our most loyal customers. Each month, **Site59** will automatically qualify 100 of its customers to enter the **Site59** Lottery. [Click here](#) to read how it all works.

Our prize for the December Lottery has **not** yet been claimed!!

<b>Current Prize:</b>	Candlelight Dinner for Two
<b>Current Winner:</b>	Scherni
<b>Time Left To Claim Prize:</b>	1day 15h 13m

If you are **Scherni** then click below to claim your prize!

[CLAIM PRIZE](#)

If you didn't win this month, perhaps you will next month. Follow the links below for more information...

[Am I qualified for the Site59 Lottery?](#)  
[Am I currently a potential winner?](#)

Past <b>Site59</b> Lottery Winners				
<b>November</b>	Megaman	won	<a href="#">Remember the King</a>	<a href="#">Read reviews</a>
<b>October</b>	Loudergirl	won	<a href="#">New York Double Whammy</a>	<a href="#">Read reviews</a>
<b>September</b>	Glutzenkot	won	<a href="#">Art and Pampering</a>	<a href="#">Read reviews</a>

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*Fig. 2R*

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When You're Out of Time

**Getaways**

100% Free  
Spa Packages  
Jungle Xmas  
Tropical  
Tahiti

**Around Town**

100% Free  
Tahiti  
Tahiti  
Tahiti

**QuickGifts 25**

**Red Carpet**

**White Glove**

## My Account



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## My Account

<a href="#">Edit My Info</a>	<a href="#">Change My Password</a>	<a href="#">Change My Preferences</a>	<a href="#">Change My Gift Reminders</a>
------------------------------	------------------------------------	---------------------------------------	--

**Lars Schernikau ((sherni))** [EDIT](#)

sherni@iname.com

**Current Loyalty Points: 275**

Contact [loyalty@site59.com](mailto:loyalty@site59.com) to redeem points

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[Dune Buggies in Arizona](#)

[Remember the King](#)

[New York Double Whammy](#)

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[Hang Gliding in Sonoma](#)

[Write a Review](#)

[Candlelight Dinner](#)

[Write a Review](#)

[Climbing Mt. Rainier](#)

[Write a Review](#)

### My Next 3 Gift Reminders

[EDIT](#)

Mrs. Micha Schernikau, December 3, 1999, 1 day notice

Julie, wedding, December 4, 1999, 1 day notice

Dad, anniversary, December 12, 1999, 1 day notice

### My Message Boards

[EDIT](#)

[International travel over the holidays \(2 new messages\)](#)

[Unsubscribe](#)

[Is the Y2K going to be a problem?](#)

[Unsubscribe](#)

[Travels Tips \(3 new messages\)](#)

[Unsubscribe](#)

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*Fig. 2S*

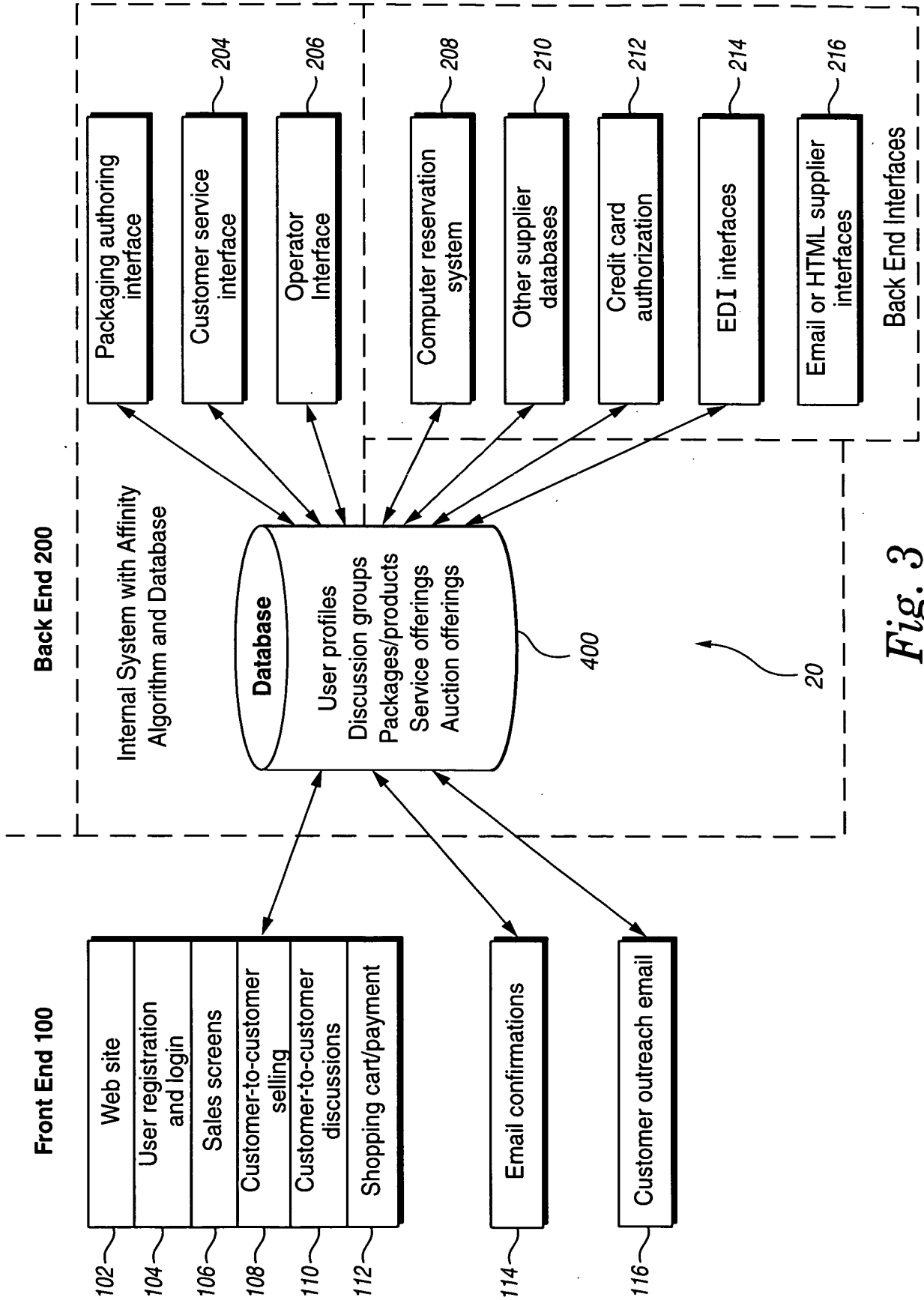


Fig. 3

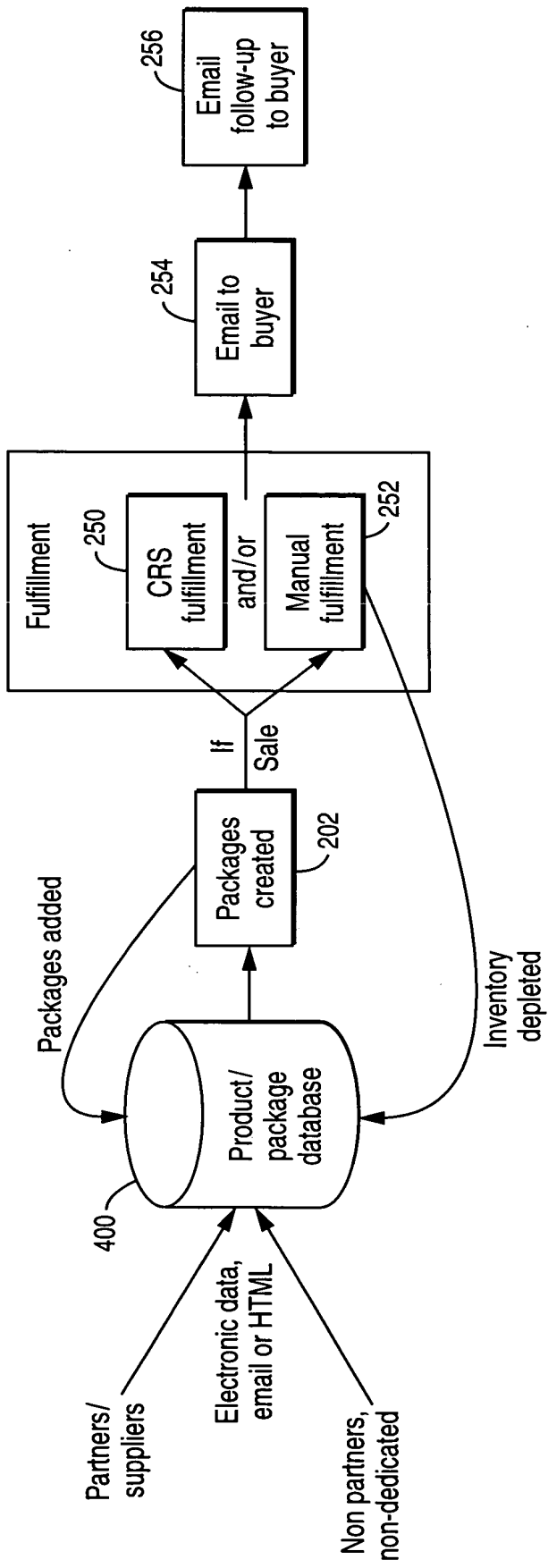
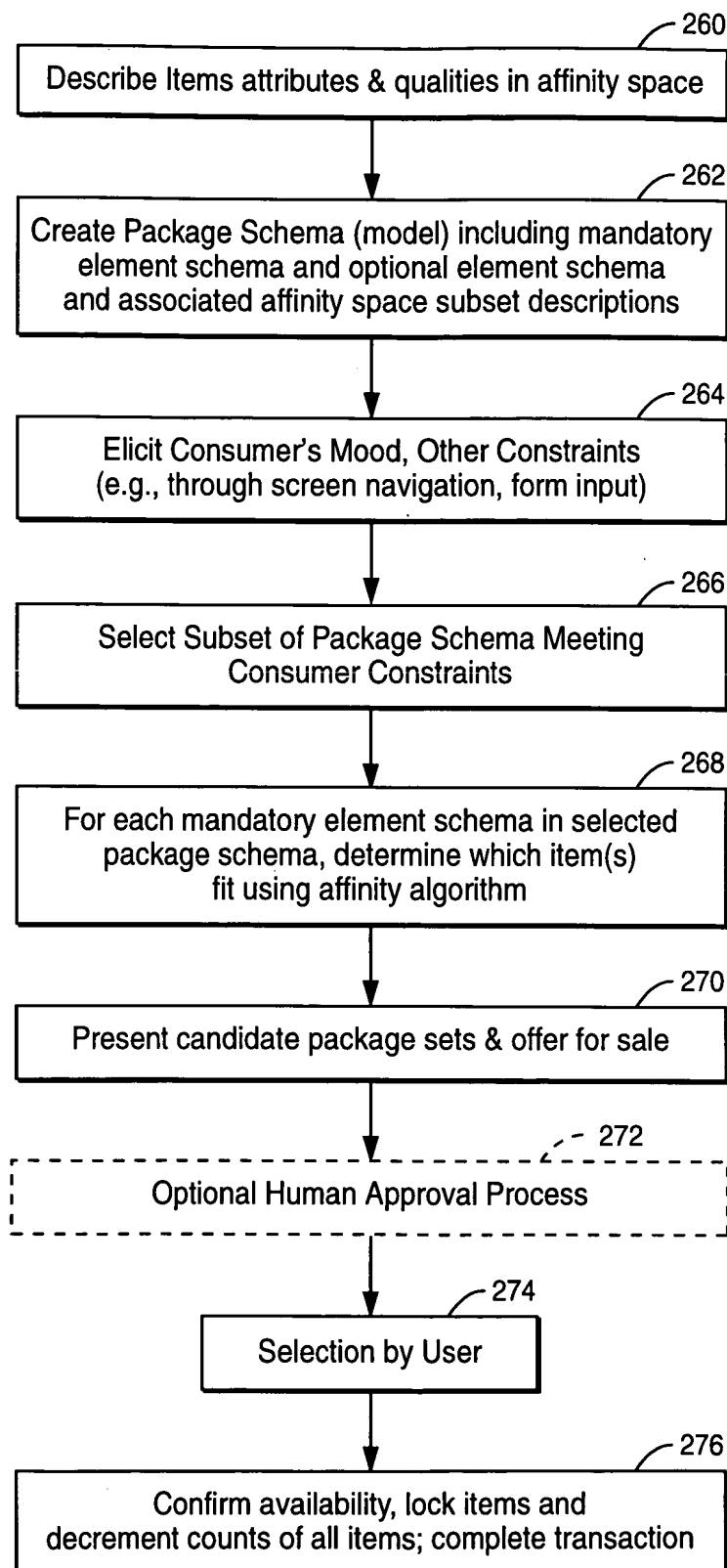


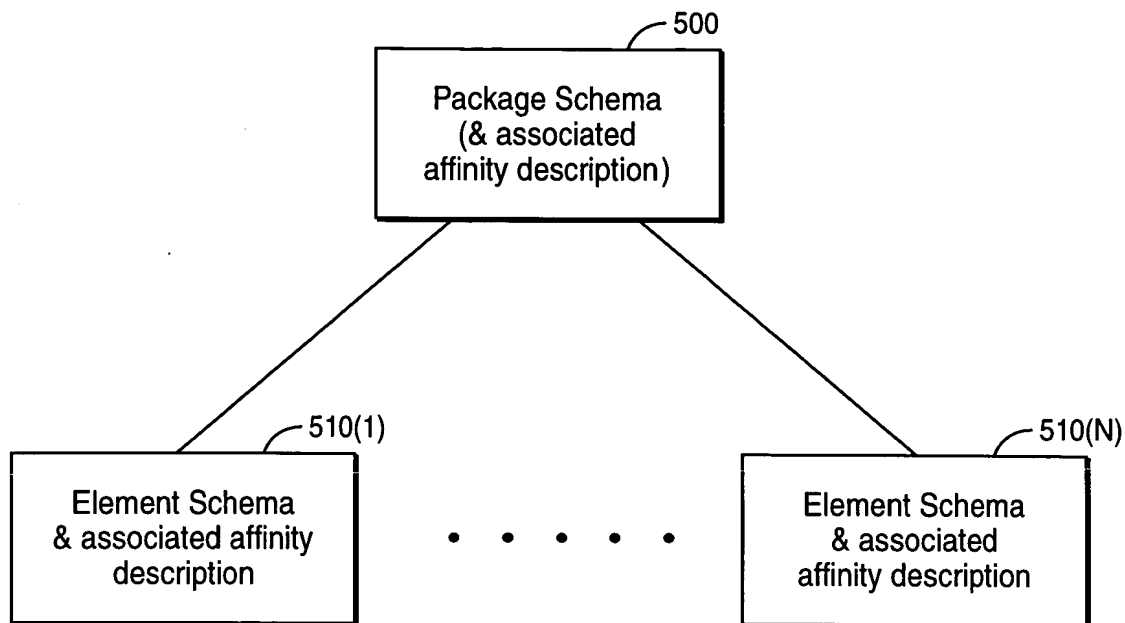
Fig. 3A

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DRAFTSMAN		



*Fig. 3B*

APPROVED	O.G. FIG.	
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*Fig. 3C*



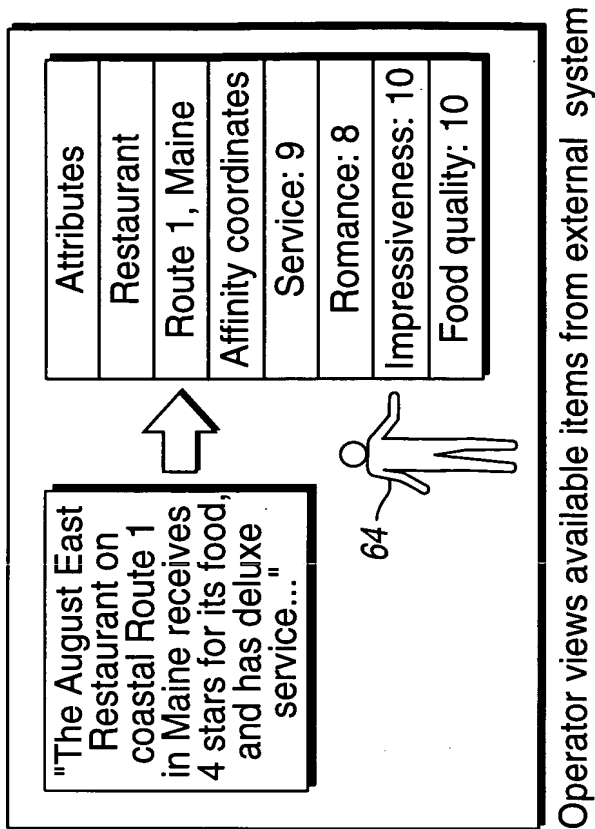


Fig. 4B

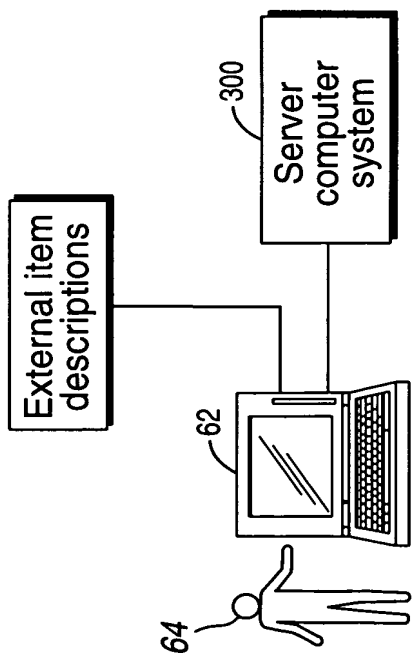


Fig. 4A

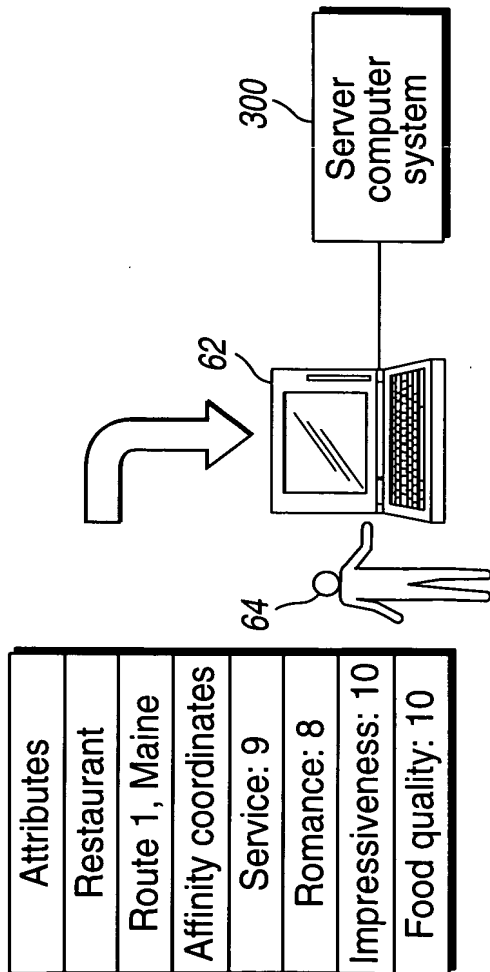


Fig. 4C

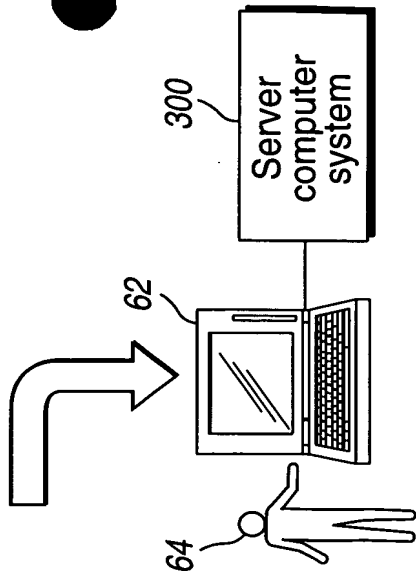
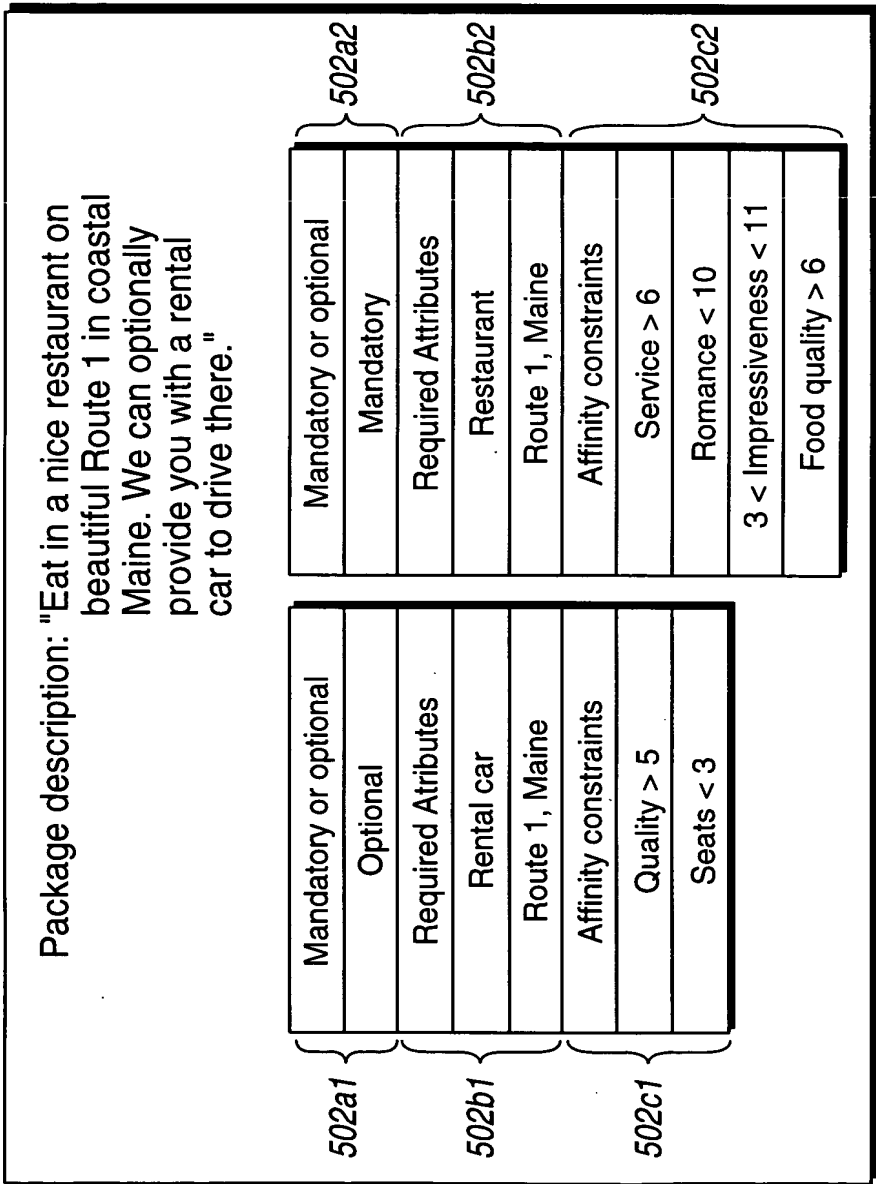
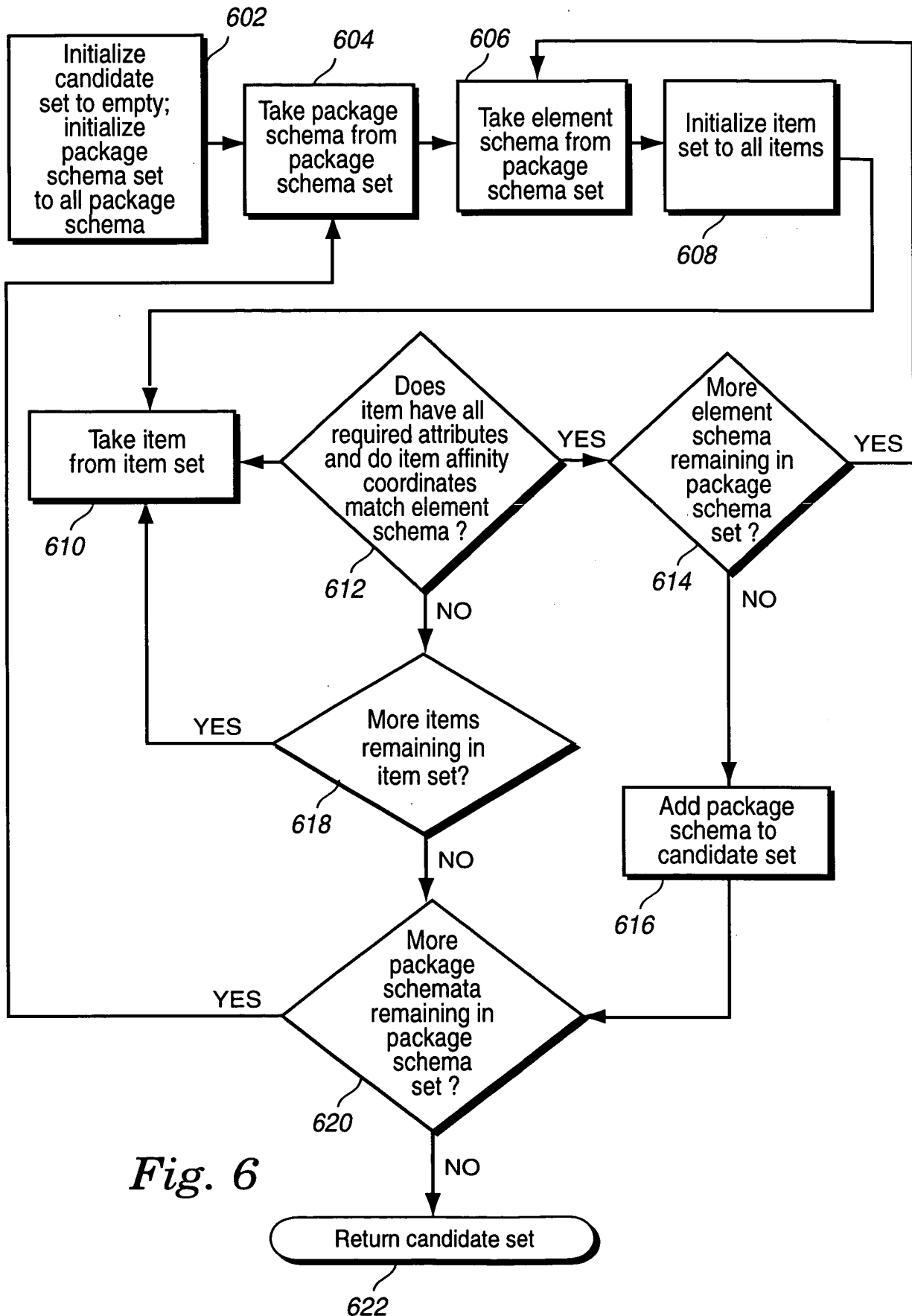
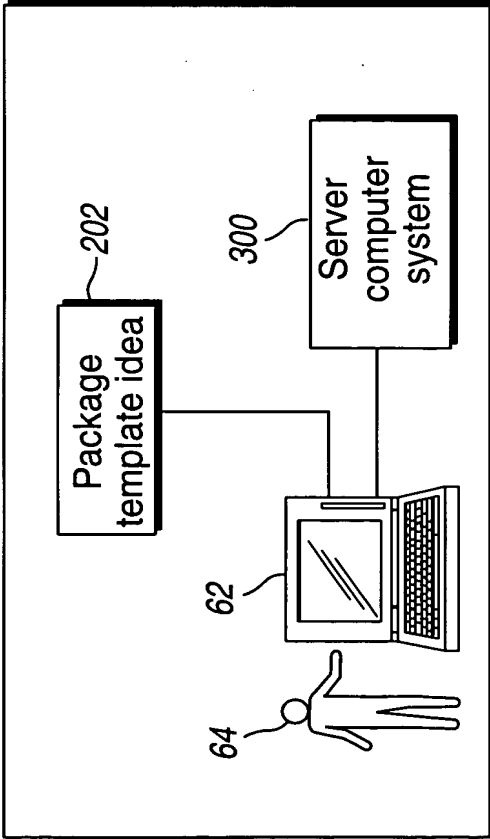


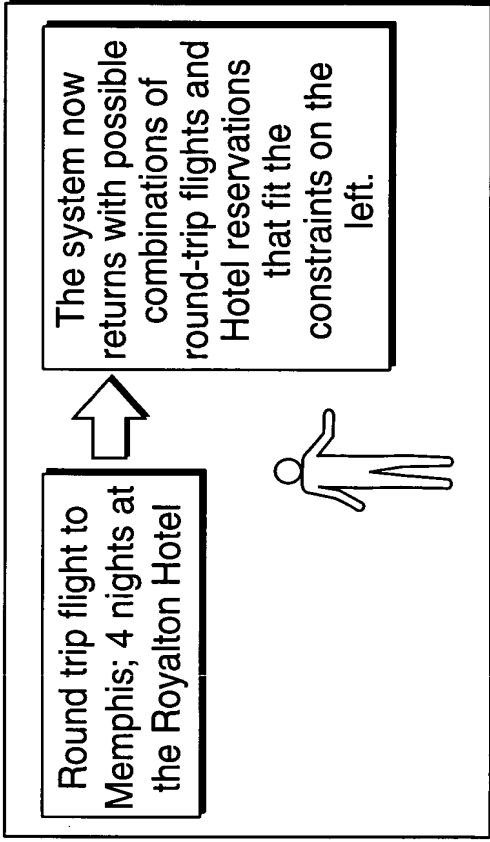
Fig. 5





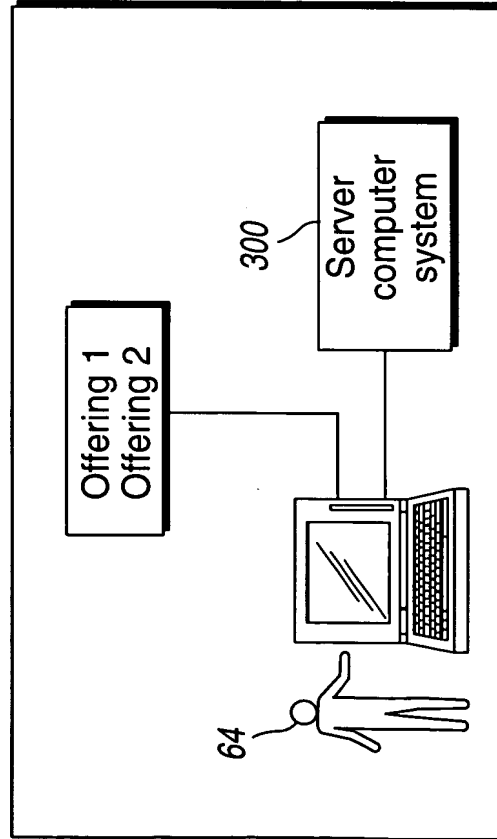
1. Local content manager defines a package template

Fig. 7A



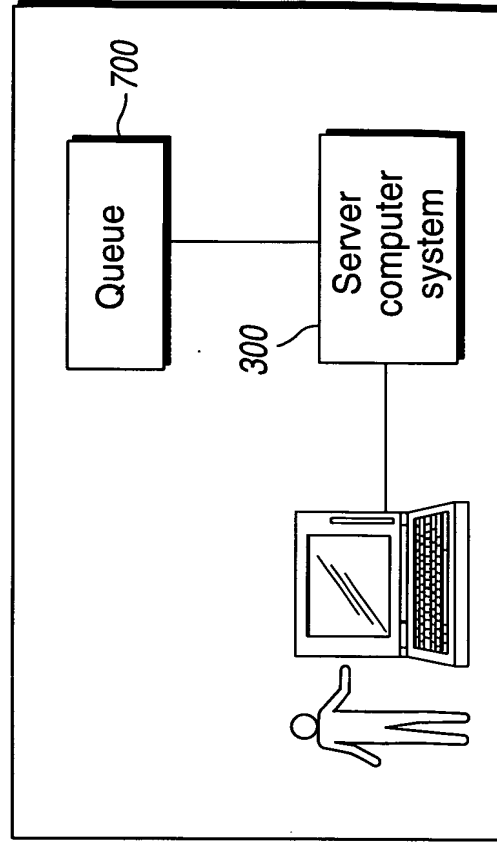
2. Set's up system with possible offering information

Fig. 7B



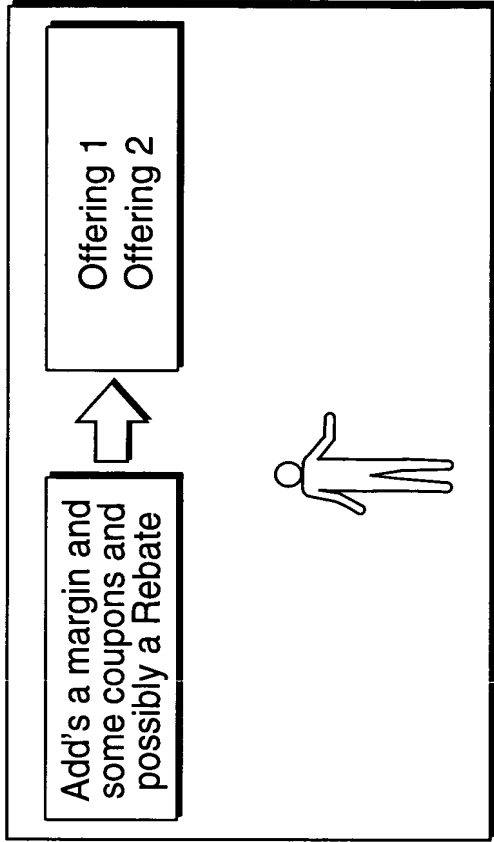
3. Select offerings of interest

Fig. 7C



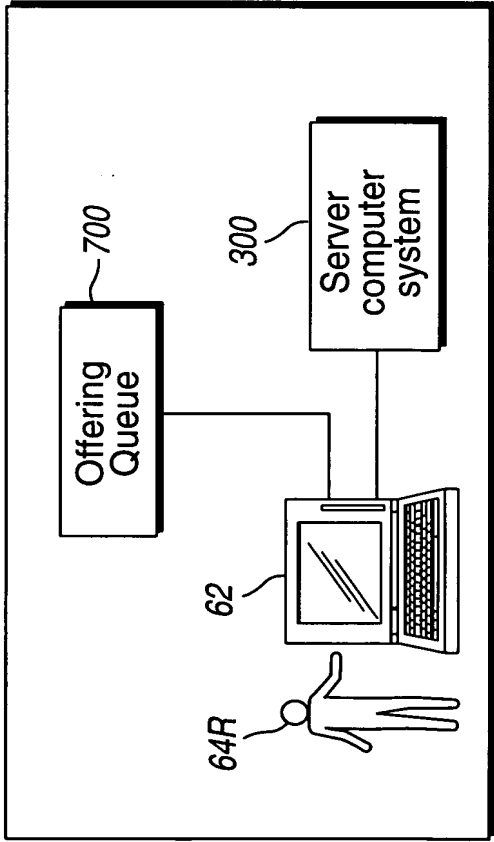
4. Puts offerings on queue for approval

Fig. 7D



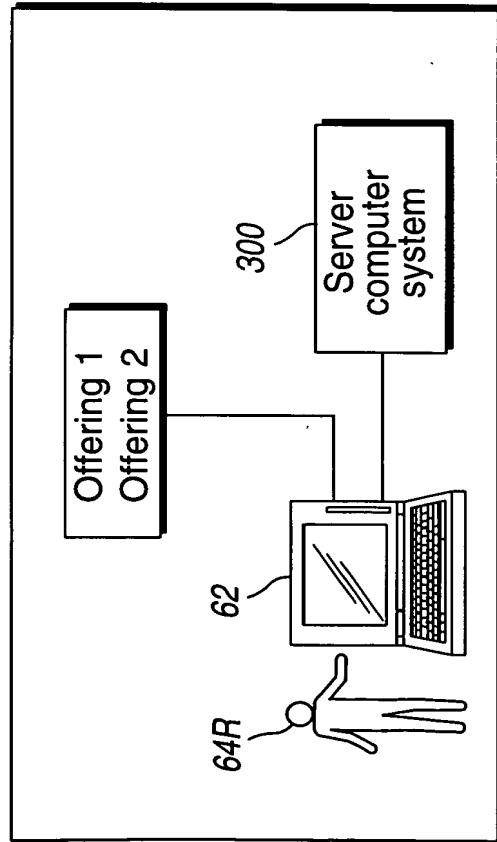
2. Changes default margins and add coupons, rebate

Fig. 8B



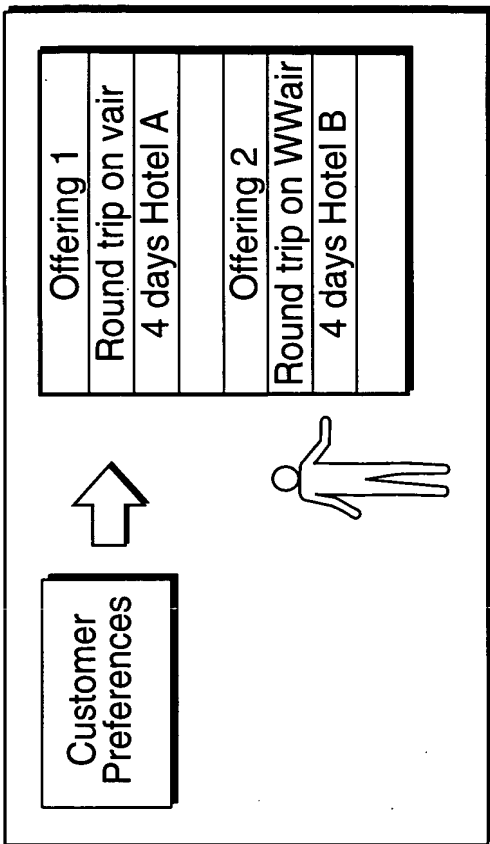
1. Regional Director looks at offerings in Queue

Fig. 8A



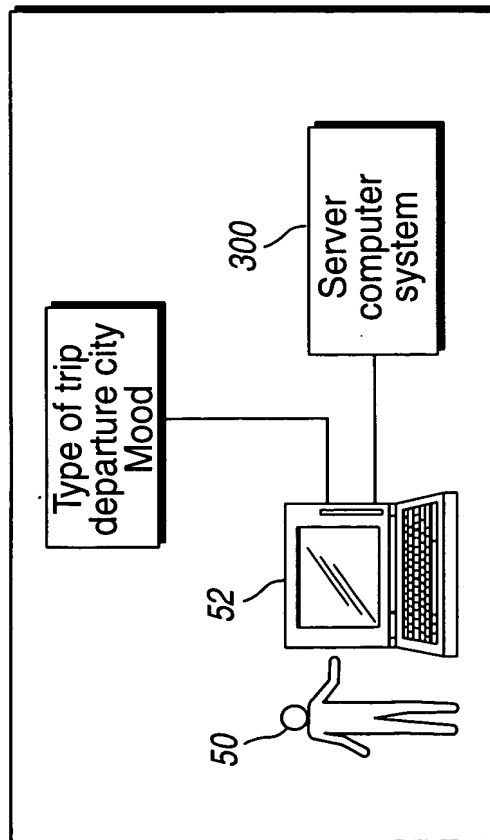
3. Authorizes (approves) Posting of Offerings

Fig. 8C



2. Customer describes preferences which can be represented as coordinates in the affinity space. The system returns a set of offerings that are within the space delimited by those requirements.

*Fig. 9B*



1. Customer describes requirements

*Fig. 9A*

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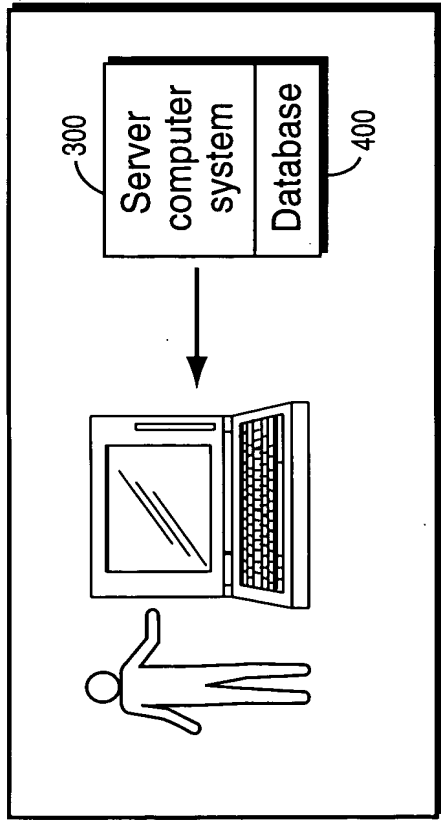
50



Package Offering #1  
Description of offering: Boston is ...  
Round Trip Air:  
Flight Dates  
Hotel Accommodation  
4 Days at Hotel A:  
Dates for hotel  
Car Rental (optional)  
  
Show Tickets (optional)

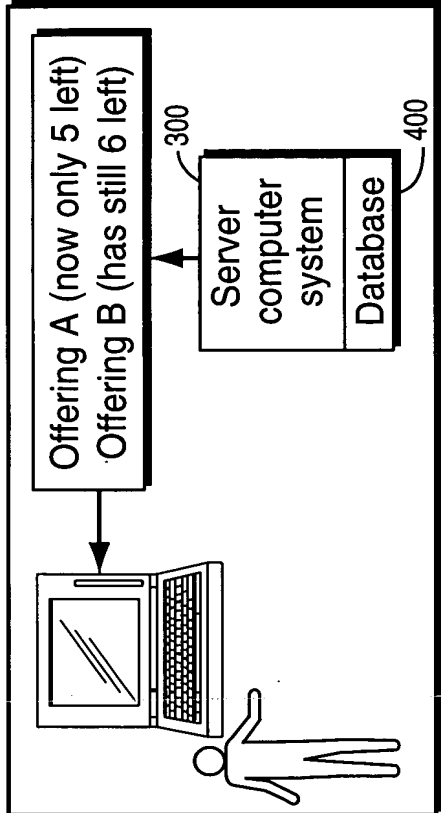
Customer selects the package and adds any optional elements

*Fig. 10*



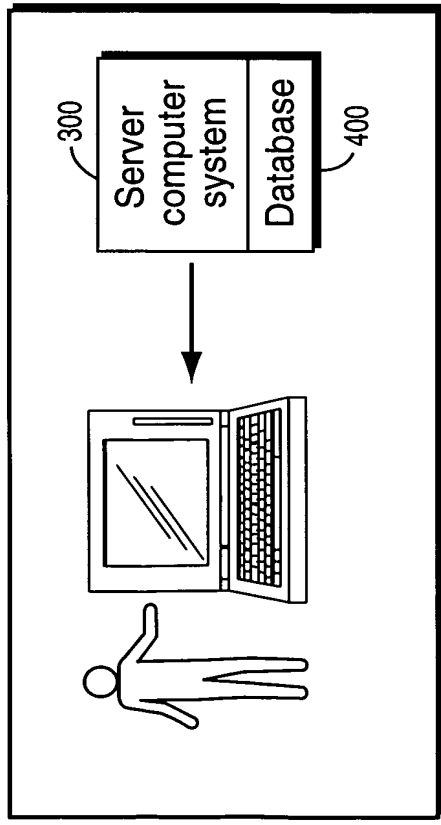
1. Order is executed either automatically or with Operator help

*Fig. 11A*



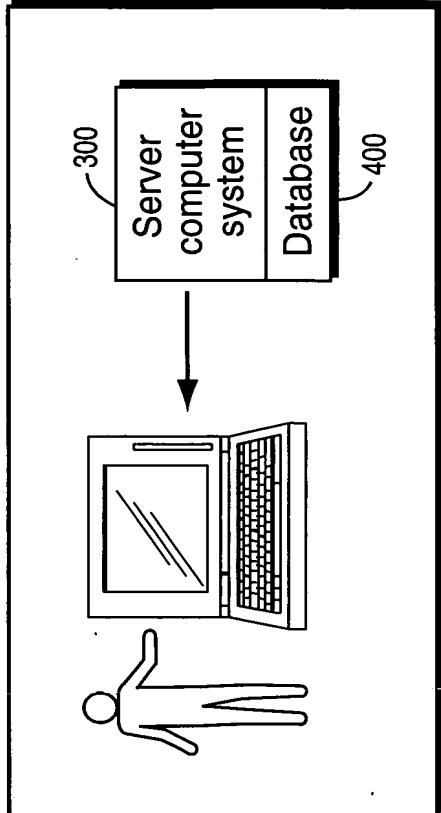
2. System automatically decreases the number of available package offerings by the amount sold.

*Fig. 11B*



3. Confirmation is sent to the Customer along with relevant reservation information

*Fig. 11C*



4. Relevant information is stored for algorithm optimization or other requirements (reporting, statistical information, etc.)

*Fig. 11D*